



REQUEST FOR PROPOSALS

FOR

**CONSULTING SERVICES FOR
PLANNING AND DEVELOPMENT DEPARTMENT
FEE STUDY ANALYSIS**

PROPOSALS DUE: November 1, 2007

PROPOSAL CONTACT: Kathleen Eckerson
City Consultant
(831) 915-9258
kathyeckerson@cs.com

NOTICE INVITING PROPOSALS FOR:

CONSULTING SERVICES FOR PLANNING AND DEVELOPMENT DEPARTMENT FEE STUDY ANALYSIS

The City of Fresno is requesting proposals from qualified Financial Consultants to assist the City of Fresno Planning and Development Department in the: (1) review of its current fee rate structure, and (2) the development and proposal of an updated fee structure. Fees to be updated include: inspection, plan check, permit, entitlement review, and administrative charges.

More information on the Development Fee Study Analysis and the complete text of the Request for Proposals (RFP) can be obtained at the City of Fresno web site (see link below) or from the City of Fresno's consultant for the RFP process: Kathleen Eckerson, telephone 831-915-9258; email kathyeckerson@cs.com.

(<http://www.fresno.gov/Government/DepartmentDirectory/PlanningandDevelopment/Planning/Default.htm>).

(<http://vendors.planetbids.com/Fresno/bidsearchform.cfm?StateID=52>)

The deadline for submission of proposals for this work is 12:00 Noon on Thursday, November 1, 2007. Please send 1 original and 3 copies of your proposal, marked clearly on the outside "Consulting Services: Development Fee Study Analysis" to:

City of Fresno
Planning and Development Department
2600 Fresno Street, 3rd Floor
Fresno, CA 93721
Attention: Craig Agabashian

The City of Fresno hereby notifies all proposers that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age, sexual orientation, ethnicity, status as a disabled veteran or veteran of the Vietnam era.

The City reserves the right to reject any and all proposals.

SECTION 1
BACKGROUND INFORMATION

REQUEST FOR PROPOSALS

THE CITY OF FRESNO IS INVITING CONSULTANTS TO
SUBMIT PROPOSALS FOR

CONSULTING SERVICES FOR PLANNING AND DEVELOPMENT DEPARTMENT
FEE STUDY ANALYSIS

The City of Fresno is soliciting proposals from qualified Financial Consultants to assist the City of Fresno Planning and Development Department (Department) in the: (1) review of its current fee rate structure, and (2) the development and proposal of an updated fee structure. Fees to be updated include: inspection, plan check, permit, entitlement review, and administrative charges.

Proposals submitted should be brief, and include the resumes for all key staff, highlighting recent project experience. Also identify any work to be performed by subcontractors, and the name of those individuals. A listing of client references and contact numbers for projects comparable to this fee analysis should also be included.

The proposed schedule for hiring the Consultant is as follows:

- SOQs submitted to City by noon November 1, 2007
- Interviews of top candidates -- week of November 5, 2007
- Council authorizes hiring of Consultant -- November 27, 2007

Background

Fresno is the economic and cultural hub of the fertile Central San Joaquin Valley in the heart of California. Fresno's metropolitan region has more than 482,000 residents in the City proper and over 930,000 in the greater Fresno County area. Fresno County is the sixth largest county in land area in the State, encompassing 6,000 square miles. The City of Fresno is the thirty-fifth largest city in the United States, and the sixth largest in California. The population of the County has grown by approximately 20% in the past ten years, and boasts more than 90 different nationalities. Annually, the City issues up to 10,000 building permits valued up to approximately to \$800,000,000.

The City of Fresno has become the healthcare, commercial, and governmental center for the San Joaquin Valley. The City's economy is also based largely in agriculture, and the County for many years has led the nation in the value of annual agricultural production. In addition, the City is the major agribusiness, crop processing and shipping center for the eight-county San Joaquin Valley which routinely accounts for about one-half of California's total agricultural production. Over the past few years, the City's economy has expanded to a broader base, including increased investment, development and employment in the industrial and commercial sectors.

The City last updated the Department fee rate structure in 1995.

SECTION 2

PROJECT OBJECTIVES

The primary objective of this project is to develop an updated rate structure that will allow the Department to meet its:

- Operational program needs;
- Operating reserve requirements;
- Need to remain competitive within the development community;
- Need to ensure that the rate structure complies with the requirements of Proposition 218.

To achieve this objective, the City plans to consider the updated rate structure during its FY 2008-2009 Budget deliberations. The preferred project completion date is April 13, 2008 or earlier.

SECTION 3

SCOPE OF SERVICES

The selected Consultant is expected to provide expertise, advice and services pertaining to the project.

The Financial analysis shall consist of the following. However, the work undertaken may also include additional analyses as demonstrated by past successful experience of the Consultant to be beneficial in the conduct of the Fee Study Analysis.

Minimum requirements include:

- Assessing time and motion requirements for each fee type being updated.
- Reviewing the Department's historical financial cost information.
- Inclusion of a fund reserve requirement with automatic annual fee increases in the fee structure, within the context of the need to keep rates as competitive as possible.
- Communicating with the Project Coordinator, internal and external advisory teams, and other stakeholders, as required, to insure issues are properly identified, reviewed, and addressed.
- Working with the City to present the fee study proposal to the Fresno City Council.

The Consultant shall make an electronic copy (PDF format) of the final study available to the City which can be posted on the City's website for public access.

The City expects the Consultant to detail a specific Scope of Services to be provided in their proposal.

SECTION 4

SUBMITTAL REQUIREMENTS

Firm and Proposal Requirements

To be considered for the assignment, one (1) original and three (3) copies of your proposal must be received at the office of Craig Agabashian, Planning and Development Department, 2600 Fresno Street, 3rd Floor, Fresno, CA 93721, no later than 12:00 Noon on Thursday, November 1, 2007. Proposals may not be transmitted by facsimile or electronic mail.

Submissions received after the schedule time for opening will be returned to the consultant unopened. The opening of any proposal shall not be considered acceptance of that submission as responsive.

Should you have any questions, please do not contact City staff; just submit questions by email to kathyeckerson@cs.com. A copy of the questions asked, and the response provided, will be made available to all consultants requesting copies of this RFP.

General Information to be Provided:

1. The individual or firm's name, home office address, address of the office to provide the services under contract, name of contact person and telephone number.
2. A description of the qualifications of the firm, primary business, other business or services, and key personnel to be assigned to this project.

Specific Information to be Provided:

Describe your experience and expertise in the area of financial consulting for similar fee study projects. In particular:

1. Identify the [client, e.g., public jurisdictions] you have represented.
2. Discuss your firm's experience in conducting similar assignment, providing examples of past related work performed and information about the scope of such assignment. Contact names and telephone numbers for three to five references should also be included.
3. Provide resume(s) of the principal(s) who would provide the requested services, and other key staff who might provide support.
4. Provide a brief description of the suggested approach for conducting an assignment of this type, and specific experience in that regard. Provide a proposed work program.

Conflict of Interest

Provide a statement of conflict you, your firm, and/or other key staff may have regarding these services. The statement should not only include actual conflicts, but also any working relationships that may be perceived by disinterested parties as a conflict. If no potential conflicts of interest are identified, so state in your proposal.

Fee Proposal

All proposals must provide a proposed schedule of fees, including hourly time charges for each class of personnel to be used if work is to be charged on an hourly basis. If charges will be based on hourly time charges, a fee cap should be included with the proposal.

Quotations shall also detail any items besides personnel costs that will be charged to the City. Provide hourly time charges for additional services requested by the City, if any, not included within the scope of routine services outlined in this Request for Proposal. Additional services would be undertaken only at the written direction of the City. Include proposed charges for travel and related expenses.

Regulated Communication in City Procurement Process Ordinance

The Regulated Communications in City Procurement Process Ordinance (Article 6, Chapter 3 of the Fresno Municipal Code) became effective April 29, 2004. With certain specified exceptions, the Ordinance provides that no Respondent, Bidder, Proposer (as the case may be) shall initiate, engage in, or continue any communication to or with any City elected official concerning or touching upon any matter which is the subject of this competitive procurement process.

Any Respondent, Bidder, Proposer or elected official (as the case may be) who initiates, engages in, continues in, or receives any regulated communication shall file the written disclosure required by the Regulated Communications in City Procurement Process Ordinance.

Any Respondent, Bidder, or Proposer violating the Regulated Communications in City Procurement Process Ordinance may be disqualified from participating in this procurement process and/or determined to be non-responsible. Additionally, the City may set aside the award of a contract, prior to its execution, to a party found to have violated the Ordinance.

Note: The full text of Fresno Municipal Code Chapter 3, Article 6 may be obtained at the City Clerk's office and may be viewed on the City's website at <http://www.fresno.gov>, reference from there the **"Doing Business with Fresno"** link under the **"For Businesses"** heading, **"Other Purchasing Information,"** and then **"Mayor/Council Communications Ordinance"**. Additional information can be found under the "FREQ ASK QUESTIONS" on the same page.

Debarment

A Proposer who has been determined by the Council to be non-responsible may be debarred from bidding or proposing upon or being awarded any contract with the City or City of Fresno Redevelopment Agency, or from being a subcontractor or supplier at any tier upon such contract, in accordance with the procedures in Resolution 2003-130 adopted by Council on April 29, 2003. The initial period of any such debarment shall not be less than one year or more than three years. A Proposer may request a hearing, in accordance with Resolution 2003-130, upon receipt of a notice of proposed debarment from the City Manager or his/her designee. A copy of the Resolution may be obtained from the City Clerk's Office, 2600 Fresno Street, Fresno, California 93721.

SECTION 5

SELECTION CRITERIA

A Selection Committee will review and evaluate all formally submitted proposals. To receive proper consideration, the proposal must meet the requirements of this RFP. The evaluation process will only consider those experiences and advantages which are clearly stated in the proposal. In other words, advantages which are not stated will not be considered in the evaluation process.

Selection Criteria

1. Professional consultant services will be selected based upon the consultant's experience, special subject matter knowledge, ability to perform the services in the time allowed, record of success in the completion of similar work, ability to perform well with necessary discussions, presentations, coordination, and cooperation related to the project, as well as the cost of delivering the proposed work program.
2. Specific factors to be considered and evaluated in selecting a professional consultant for the Development Fee Study Analysis include:
 - Educational background of the consultant.
 - Relevant experience of the consultant.
 - Demonstrated record of success by the consultant on work previously performed for the City, or similar work performed for other cities, as revealed in the reference check stage.
 - Whether consultant has adequate experienced staff and other resources to perform the work within the identified timeframe.
 - The ability of the consultant to make effective public presentations of the report and/or findings, as may be required.
 - The ability of the consultant to work effectively with the Project Coordinator, City staff, other public agencies, and related parties as may be required during the course of the design, study, or other technical services.
 - Whether the consultant has adequate knowledge of local conditions.
 - The record of the consultant in keeping costs within project budgets and estimates.
 - Ability of the consultant to furnish adequate and effective supervision of its staff in the provision of services being provided.
 - Ability to obtain applicable insurance for the project.
 - Overall costs for services, including hourly rates, level of professionals assigned, and hours to complete task.

SECTION 6

SELECTION PROCESS

From the proposals submitted, a selection panel may select the firm best able to meet the needs for this project; or may create a "short list" of several firms to meet with staff to discuss the project and the firm's proposal. Selection will be made in conformance with established City Consultant selection policy. Fresno Municipal Code Section 3-109.1 provides for a local preference to local firms as defined in said section. The City is not obligated to select the person or firm with the lowest fee proposal to perform these professional services.

The City reserves the right to accept or reject any or all proposals and may select, and negotiate with one or more proposers concurrently. The City reserves the right to make the selection of a proposer based on any or all factors of value, whether quantitatively identifiable or not, including, but not limited to, the anticipated initiative and ability of the proposer to perform the services set forth herein.

Each firm submits a proposal at its own risk. No compensation will be due any firm for preparation of a written proposal or for meeting with staff after a "short list" has been determined. No obligations or commitments are incurred by the City of Fresno in solicitation of these proposals and selection until a service contract is executed.

The proposer agrees that City may have 30 days from November 1, 2007 to accept or reject proposals. Depending on the amount of fees and charges under the contract, the award will either be by the City Manager or by the City Council.

Professional liability insurance (errors and omissions) with limit of liability of not less than \$2,000,000, automobile and employer's liability of not less than \$1,000,000 each and commercial general liability of not less than \$2,000,000 will be required for this project. The City's basic Consultant Agreement will be used, which includes a conflict of interest statement, and the completion of a statement of economic interest.

The consultant selected who is selected shall comply with any and all federal, state, or local laws, now in effect or hereafter promulgated, which apply to the Project.

Copies of provisions of the City's basic Consultant Agreement, Local Preference and Consultant Selection Policy are available on request. To request copies, please call City's consultant, Kathleen Eckerson, telephone 831-915-9258; email kathyeckerson@cs.com.

The deadline for submission of proposals for this work is 12:00 Noon on Thursday, November 1, 2007. Please send one original and 3 copies of your proposal, marked clearly on the outside "Consulting Services: Development Fee Study Analysis" to:

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